



Waynesboro Farmers Market

2023 Market Guidelines

Project GROWS retains the right to amend and modify the Waynesboro Farmers Market Guidelines when necessary. If substantive amendments or modifications are made, market management will provide vendors with an updated version.

UPDATED 1/2023

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STATEMENT OF PURPOSE

Project GROWS is a nonprofit, educational organization with a mission to improve the health of children and youth in the central Shenandoah Valley through garden-based education and access to healthy food. Project GROWS operates and manages the Waynesboro Farmers Market (WFM) as part of our food access programming. WFM seeks to improve food security, individual and family health, and the overall local food economy by connecting local producers to the community and the community to nourishing foods. WFM prioritizes:

- equitable access to food
- local and sustainable agriculture
- community partnerships
- economic viability
- inclusiveness
- quality foods

The following guidelines are intended to make it as easy as possible for local farmers and other producers to sell their products directly to the general public while maintaining the mission of food access at WFM. The success of our market depends on the active participation, cooperation, and support of our various vendors.

MARKET SEASON/HOURS/LOCATIONS

Waynesboro Farmers Market (WFM)

- **Season:** **Saturday, May 6th 2023 - Saturday, October 28th 2023**, rain or shine
- **Location:** Pavilion at Constitution Park
215 W Main Street, Waynesboro VA, 22980
- **Hours:** The market will be open for retail sales on each Saturday of the market season between the hours of **9am-1pm**

Market Management: Project GROWS' market management includes the Director of Food Access, Megan Marshall, and the Market Manager, Georgia Meyer. Contact the Market Manager for any questions related to the application process or daily operations of the market

Georgia Meyer, Market Manager
markets@projectgrows.org
651-356-2410

Megan Marshall, Director of Food Access
megan@projectgrows.org
503-929-2525

MARKET REQUIREMENTS

Application Process

All vendors must reapply annually. Historic acceptance to a market does not guarantee future acceptance. There is no application fee. **Applications are due March 1st, 2023 to ensure a spot for the 2023 season.** Applications received after this date will be accepted on a rolling/as needed basis.

1. Read through Waynesboro Farmers Market Guidelines.
2. Complete/sign application and send all documentation to markets@projectgrows.org.

3. **Digital applications can be submitted via google form.** Paper applications may be requested by contacting markets@projectgrows.org. Paper applications may be mailed to Project GROWS Market Manager, 608 Berry Farm Rd, Staunton, VA 24401.
4. Applications will be reviewed by committee and selections will be communicated to applicants two weeks after the application due date.
5. **All approved vendors must attend a pre-market meeting, date TBD.** If unable to make this meeting, vendors must set up a time to meet individually with the market manager to discuss items covered.

Local Definition

For the purpose of providing a marketplace for local producers to sell locally-produced goods, all products sold at WFM must be grown or produced within a 60 mile radius of the market.

- Priority will be given to agricultural producers
- Preference will be given to products made with local ingredients or ingredients grown by the producer
- **Preference will be given to vendors who can commit to being at the market every week**

Project GROWS has the right to make exceptions and allow goods to be sold from outside of the 60 mile radius in order to add direct benefit and viability to the markets. However, producers at the market cannot bring in goods from outside of the 60 mile radius that directly compete with local producers. Two examples of these possible exceptions are:

- Regional and/or sustainably raised or harvested seafood. Although the products do not have to originate within the 60 mile radius, the vendor must reside within this radius. One allowed per market.
- Packaged coffee, grown elsewhere in the world, may be sold at the market. However, the coffee must be roasted and packaged within the 60 mile radius by a roaster who operates within this radius.

Producer-Only Principle

Project GROWS farmers markets follow the producer-only principle: producers agree to sell only products that they have raised or produced.

- Selling of items purchased from - or provided by - another producer, wholesaler, or market *can* be considered on a case by case basis with the main factors being to provide a locally-sourced item to market patrons that otherwise would not be available at market.
- If a producer is approved to sell items that are produced by someone else, the producer must submit the items along with the name, address, and contact information for the person producing these items. This information should also be displayed at the market.

Attendance

- **Consistent and committed attendance during the entire market season is expected.**

- Vendors must show up at **least 15 min prior to market**. Any arrivals after this time will be considered late and the producer will be reassigned to an unreserved space by the market manager.
***Please call/text the market manager if you know you will be running late.**
- No selling is allowed before the market opening time.
- Vendors who have committed to the full season are expected to have no more than 3 absences. After 2 absences, the vendor must have a conversation with the market manager to evaluate future participation in the market season.
- **Emergencies notwithstanding, a 36-hour notice is required for all absences.** The first no-show will be treated as a warning and any following no-show will result in a \$10 fine to be paid before the next market day.
- **All vendors must stay for the full market time**, as packing up early negatively affects the dependability of the market as a whole.
 - If a producer is unable to stay for the entirety of the market day AND has been pre-approved by the market manager to leave early, the market manager reserves the right to move said vendor to a temporary new space in order to limit market disturbance.
- Vendors are **expected to stop selling at the stated market end time to ensure that all products, displays, and vehicles are removed from the market grounds within 45 min.**
- The market manager reserves the right to change the market hours on special occasions.
- **PLEASE NOTE:** Vendors must be fourteen years of age or older. However, younger children are welcome and encouraged to participate when directly supervised by an adult responsible for the child's conduct and safety.

Acceptance of SNAP, WIC/Senior Vouchers, etc.

In keeping with the mission of Project GROWS farmers markets, **all eligible vendors must accept PG Vouchers, \$1 and \$5 SNAP-EBT tokens, and WIC/Senior FMNP Vouchers for approved items.** Note: vendors that do not comply with these guidelines will not be admitted to the market.

Submission of Product List

All vendors must submit a tentative product list (included in the application) for the market season. In the interest of variety, vendors may be selected based on product offerings. **Any products added after applications are submitted must be approved by the market manager before being brought to market.** Producers found selling items not approved by market management will be asked to remove the item(s) in question and/or relinquish their space and forfeit any fees paid to the Market.

Note: submission of product list does not guarantee that all products listed may be sold at the market.

PRODUCT GUIDELINES

General Product Information

- Vendors may sell farm and kitchen products including - but not limited to - produce, eggs, cut flowers, plants, cheese, meats, cider, preserves, relishes, honey, home canned goods, and baked goods. All food items are subject to [Virginia Department of Agriculture and Consumer Services \(VDACS\)](#) and/or the [Virginia Department of Health](#) regulations, and **it is the sole responsibility of each vendor to be knowledgeable of, and abide by, all regulations pertinent to their individual operation.**
 - VDACS Food Safety Program Contact: (540) 562 3641
 - Central Shenandoah Department of Health Contact: (540) 332-7830
- It is the responsibility of each vendor to abide by all state and federal regulations, which govern the production, harvest, preparation, preservation, labeling, or safety of products offered for sale at the Market. **Vendors are personally responsible for any liability arising from the display or sale of their products at WFM.**
 - [VDACS Handbook for Small Food Manufacturers](#)
 - [Virginia's Home Kitchen Food Processing Exemptions](#)
- Value-added agriculturally-based products may be permitted, provided they meet the approval of market management. Priority will be given to vendors who produce/grow their own ingredients or source their ingredients within the 60 mile radius of the market.
- Wildflowers or native plants sold at the market must NOT be on the [state list of rare wild plants](#), which is published by the Division of Natural Heritage. No plants may be sold that were removed from public lands.
- All plants and flowers for sale must be grown by the seller. The re-sale of purchased goods is not permitted.
- Artisan and craft goods may be permitted, provided they meet the approval of market management and all items are produced/crafted by the artisan. Reselling of items from other sources is not allowed. Boxed crafts are strictly prohibited.
- Agricultural goods processed by commercial enterprises (wineries, flour mills, coffee roasters, and peanut roasters, etc.) may be allowed on a case-by-case basis and only after review and approval by the Market Committee.
- The sale of cooked meats, game, poultry or fish is permitted, provided that the animals are raised by the producer and processing meets **all** legal requirements for retail sale, including authorization from VDACS.
- The sale of CBD/hemp products will be reviewed by the market committee on a case-by-case basis. Hemp producers must be registered with VDACS and have a Certificate of Assurance. All necessary food products must be inspected by VDACS. No raw hemp products (flower, buds, microgreens) are allowed for sale to the public at our markets.
- Market management reserves the right to do site visits to ensure that products sold are in compliance with the markets' rules and regulations. **Site visits may be requested after an application submission.**

Food Concession Guidelines

Food processing and equipment must meet all standards set out by the city/county/state in which that specific market exists, and any permits required must be obtained and copies submitted to Project GROWS with the vendor's annual application.

- Food Concessions (foods prepared entirely or partially on-site): Concessions include ready-to-eat foods that are prepared partially or entirely at market. **Project GROWS will consider admission of a limited number of concession stands on a case-by-case basis.**
- Cooking within the market area is NOT permitted without prior approval. Producers preparing food on-site at the market must be registered with the Virginia Department of Health. All applicable inspection certificates must be visibly displayed at the market.
- Waynesboro Food Concession vendors must be licensed to sell in Waynesboro and receive a permit from the Fire Marshall. Permit applications can be accessed [HERE](#).

Informational Booth Guidelines

The Waynesboro Farmers Market allows informational booths by local organizations, which focus on farm, farmer, agriculture, youth, health or environmental concerns to increase community awareness and gain exposure. Email the Market Manager for full Informational Booth Guidelines.

LAWFUL COMPLIANCE

It is the sole responsibility of each vendor to pay all applicable taxes, retain any necessary insurance, and obtain any necessary permits or certifications.

Insurance

- While not required, it is recommended that all food vendors acquire general and product liability insurance of at least \$1 million. Non-food vendors are recommended to acquire general liability insurance. If applicable, please provide a copy of your certificate of insurance upon application submission. Suitable and affordable liability insurance plans for farmers market vendors can be purchased through various sources including, but not limited to, a vendor's existing insurance provider, the Food Liability Insurance Program (<https://www.fliprogram.com/farmers-market-insurance>), and Campbell Risk Management Farmers Market Insurance (<http://www.campbellriskmanagement.com/farmers-market-vendors>)

Business Licenses & Agreement Forms

In addition to a vendor application/agreement form, a Hold Harmless agreement must be signed and submitted to market management as part of the market application process.

- The Hold Harmless agreement means that the vendor will hold Waynesboro City, the Waynesboro Farmers Market and Project GROWS harmless in the event of product liability or other factors that relate specifically to the vendor's business practices. The Hold Harmless agreement is valid for one season.
- Vendors are exempt from purchasing a business license for the purpose of selling at the Waynesboro Farmers Market. The vendor application/agreement form is valid for one season

Sales Tax

- State Law requires market participants to register with the Virginia Department of Taxation, and to collect and report sales taxes. **It is the sole responsibility of each vendor to collect and remit the appropriate sales tax to the Virginia Department of Taxation, PO Box 1114, Richmond, VA 23218-1115.** To register your business and get your sales tax certificate: register online at www.tax.virginia.gov ([click here](#)) or call by phone (804)-367-8057. Each producer must provide the market manager with a sales tax Identification number upon request.
- **NO SALES TAX IS TO BE COLLECTED ON SNAP/EBT, SNAP MATCH, OR WIC/SENIOR FMNP SALES.**

Product Labels & Signage

- It is required that each vendor displays the name, location and phone number of the farm or entity.
- Pricing must be displayed for all items offered for sale.
- Processed foods must be labeled in accordance with state regulations.
- **“Claims”**
 - **No producer may label their produce as “organic” unless they have received certification as an organic grower and a copy of the certificate is on file with market management.**
 - All “Claims” on meat products must be approved by VDACS for the purpose of signage and marketing, including “pastured,” “Non-GMO,” “Grass-fed” and others. Refer to the [VDACS Office of Meat and Poultry Services](#) for more information, or contact Steven Garman at Steven.Garman@vdacs.virginia.gov
 - Labels such as “no chemicals” or “no sprays” may be used if appropriate.
 - All products labeled “naturally-grown” must meet the Certified Naturally-Grown Standards and be enrolled in the program. For information on certificate programs please visit the [Certified Naturally Grown Website](#)
- In certain cases, items may also be required to carry a USDA label. Eggs, poultry and rabbit are examples of farm products that do not require a USDA label, but they do need to be held at proper temperature. Virginia State law requires labels listing all ingredients. **Producers without kitchen inspections must include a statement that the food was prepared in a non-inspected kitchen on each item as well.**

All Labels must contain the following:

1. Name of the product
2. Name of the producer (company or person)
3. Contact information for the producer such as address and/or phone number
4. Ingredient list from greatest to least quantity
5. Weight of the product
6. If the product is produced in an uninspected kitchen it must state exactly as written all of the following in an easily seen area of the main label, and in letters at least 1/16th of an inch in height:

“Not for resale—Processed and prepared without state inspection”

Scales

Scales used at the Market are subject to inspection by the Bureau of Weights and Measures and must be legal for commercial use. The Virginia Weights and Measures Association contact information: 804.786.2476 or felicia.shelton@vdacs.virginia.gov.

MARKET SALES/FEES

Fee Structure & Market Sales Reports

Project GROWS does not charge an annual membership fee for the Waynesboro Farmers Market. The fees outlined below are for the expressed purpose of promoting and operating the market which includes: administrative expenses, market management salaries, and advertising.

- **Space Fee: Waynesboro Farmers Market**
 - Under the pavilion: Single covered spaces are available for a \$50 fee, which covers use for the entire market season. Double spaces are also available on a case-by-case basis for a \$100 fee. Covered spaces are limited and priority will be given to vendors that commit to the entire market season.
 - Outside pavilion: Spaces outside of the pavilion may be reserved for a \$35 fee, which covers use for the entire market season.
 - Daily Rentals: Vendors who choose not to commit to the entire market season can choose to rent a space on a daily basis at a rate of \$10 per market day.

All space reservation fees are due no later than the first market day, unless otherwise arranged with market management. Checks should be made payable to “Project GROWS.”

- **Daily Market Fee**
 - Project GROWS market management collects a 6% fee of each vendor’s daily gross sales. Vendors are **responsible** for submitting their gross sales to management on each market day. NOTE: daily gross sales includes pre-order sales.
 - Market fees will be deducted from reimbursements once per month. If a vendor’s reimbursement is less than what is owed in combined daily market fees, an email invoice will be sent from the Project GROWS bookkeeper for the amount owed. Invoices must be paid via check on the market day after the invoice was received. All checks should be made payable to “Project GROWS.”

If a vendor has any unpaid fees at the end of the market season they will not be admitted into the market the following year.

Reimbursements

- Reimbursements for SNAP-EBT (token) sales are issued at the beginning of each month.
- Vendors are responsible for recording token sales on each End of Day market slip AND submitting tokens to the market manager at the end of each market day.

- The market manager will maintain a record of daily token sales using each End of Day market slip. At the beginning of each month, Project GROWS will reimburse vendors for token sales, deducting fees from the previous month.
- **Vendors are responsible for verifying that tokens received bear the Project GROWS name. Other local markets use similar wooden tokens, but tokens received from other markets will NOT be reimbursed by Project GROWS.**
- Project GROWS reimburses vendors through Bill Pay via Dupont Community Credit Union. All necessary information will be collected at the mandatory vendor meeting on April 22nd.
 - Setting up Bill Pay: Vendors will receive a check by mail: This will take 5-7 business days and come directly from DCCU. You will need to provide us with your name, who we should make the check to, your phone number, and your mailing address. Please deposit your reimbursements checks within 30 days. Checks will expire and have to be reissued after 30 days. **Project GROWS will charge a \$30 inconvenience fee for each check that needs to be reissued.**

MARKET DAY OPERATIONS

Market Spaces and Space Assignments

Vendor spaces are assigned by market management, with the best interest of the market as a whole as the primary consideration. Seniority will be honored if possible.

- The market manager will work hard to keep full-time vendors in good standing in the same space each week but reserves the right to make changes to the layout as needed.
- **Single spaces are roughly 10' x 10' in size.** Double spaces may also be reserved -- see Market Sales/Fees above for details.
- Displays should be confined to the area within each vendor's allocated space and must not impede pedestrian traffic. Market management reserves the right to restrict any display or practice that is determined to be a safety hazard.
 - Three vertical levels of display will increase product visibility. As the adage goes: "Stack it high, watch it fly!"
- Vendors who choose to rent space by the day will be assigned their space on a first-come, first-served basis. Renting by the day does not guarantee the same reserved space each week.
- Vendors are required to provide their own tables, tents, chairs, and weights. Vendors producing food on site are required to provide their own handwashing station. **Canopies must be secured on all four corners on each market day, regardless of the weather conditions, with weights/anchors that are at least 30 pounds.**
- Vendors are advised to be aware of tripping hazards in the pedestrian area. **It is best to raise all displays (especially food items) at least 24 inches from the ground.**
- **Vendors are responsible for the cleanliness within their vending area at all times.** Vendors are responsible for removing all trash from their space and for providing their own broom, dustpans, and trash bags.

Facilities Information

For specific questions about WFM pertaining to electrical hookups, restrooms, etc., please contact market management.

- Electrical generators are not allowed under the market pavilion. Power outlets are available to vendors on a first-come, first-served basis. **If access to power is needed, please notify the market manager to reserve an outlet for your space.** Vendors must bring their own all-weather extension cords, and electrical cords should be duct-taped to the market floor and must not be a safety hazard.
- Vendors may back up their vehicles to their market space to unload but may be asked by market management to move their vehicles after set-up as needed.

MARKET SAFETY

Market management reserves the right to ask vendors to remove a product from sale if it is not properly handled, stored or labeled. If non-compliance persists, vendors may be temporarily or permanently prohibited from selling the item(s) in question. Any unsafe or unsanitary conditions should be brought to the immediate attention of market management.

- All hot prepared foods made with any animal products must be kept at a constant temperature of 135°F or higher.
- All cold food items must be kept at a constant temperature of 41°F or lower. Each cooler in use must be equipped with a working thermometer and remain properly iced at all times.
- Vendors handling prepared foods must be equipped with a proper handwashing station and use appropriate hand-washing techniques with soap and free flowing water.
- Ready to eat foods that are not pre-packaged (ex: pastries, breads, cooked foods, and samples) cannot be handled with bare hands. Gloves, utensils, deli tissue and/or other barriers must be used.
- Samples are permitted at the markets; however, samples must be brought to market pre-prepared. Samples must remain covered at all times to protect against contaminants. Vendors must use gloves, clean utensils, or other barriers AND single-use materials (cups, toothpicks, napkins, etc.) to dispense samples.
- All vendors are required to wash their hands with soap and water after using the restroom.
- The use of tobacco, alcohol, and illegal substances is not permitted at any of our market locations.
- Vendors are not allowed to have pets or live animals of any kind at the market.
- Wheeled vehicles are not permitted in the market area or adjacent parking areas. These include - but are not limited to - bicycles, tricycles, skate boards, roller skates/blades.

MARKET CONDUCT

In the interest of maintaining a welcoming atmosphere, market management reserves the right to ask any customer or vendor to leave the market if they are exhibiting disruptive and/or harmful behavior. Market management and vendors are responsible for demonstrating mutual respect in the marketplace.

- Solicitation for products, services, or political campaigns, not specifically identified as a market commodity is not permitted. **No producer shall engage in solicitation, collection drives, political or religious activities in the market.**

- No loud hawking of items is allowed.
- Verbal and physical threats against vendors, customers, and market management are strictly prohibited and the offending party or parties will be asked to leave the market immediately.
- Collusion among vendors to set prices AND fraudulent, dishonest, or deceptive merchandising may be grounds for forfeiture of the right to do business of any kind at the market for a length of time to be determined by market management.
- **Disputes between vendors should be handled outside of market hours so as to maintain market decorum.** Please alert market management if assistance with dispute resolution is required.

Violations of Market Guidelines

Violations of market conduct, operational requirements, and/or stall requirements will result in citations by market management.

- For the first citation, the vendor will receive a verbal and written warning regarding the violation with suggestions on how to remedy the violation.
- For the second citation, the vendor will receive another verbal and written warning.
- After the 3rd citation, the vendor will lose their spot at the market for the remainder of the season.

**Citations reset each year*